



METROPOLITAN  
TRANSPORTATION  
COMMISSION

Agenda Item 3

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*Memorandum*

TO: Legislation Committee

DATE: September 2, 2011

FR: Executive Director

W. I. 1112

RE: MTC Public Involvement Activities

This memorandum provides an overview of MTC's recent and upcoming public involvement activities.

**Plan Bay Area**

- The first round of public engagement on Plan Bay Area wrapped up last June with a report to the Joint MTC Planning/ABAG Administration Committee on public comments heard to inform a July MTC/ABAG decision on land use and transportation scenarios. In all, 10 workshops drew nearly 800 participants. Another 1,600 individuals from low-income communities and communities of color completed surveys on their priorities.
- MTC's and ABAG's unprecedented public engagement on Plan Bay Area continues this fall. A second round of workshops — one in each Bay Area county — is planned for November (dates and locations are now being set). The forums will provide the public with opportunities to tell ABAG and MTC their views on the type and intensity of future development and housing patterns, as well as specific priorities for transportation infrastructure and policies needed to support the desired growth. Unlike some of the workshops in the first round, the upcoming meetings will be hosted and conducted only by our two public agencies.

**Climate Initiates Public Education and Outreach**

- We are currently in the process of developing and implementing the Climate Initiatives Public Outreach Program, a GHG emissions reduction program that focuses on behavior change. The first phase of the program involves pilots that will test specific outreach elements for their effectiveness. Results from these pilots will inform our greater Bay Area-wide outreach campaign. As with all of our outreach efforts, participation from many segments of the diverse Bay Area will be key to the success of this program. We will return to the Commission with our public involvement plan for the program prior to a planned region-wide launch in fall 2012.

**MTC Policy Advisory Council Review**

- In late 2010, MTC consolidated its three advisory panels into a new Policy Advisory Council. The accompanying action also called for a review of the effectiveness of the new body after 18 months. Consequently, staff is beginning the process of conducting that review, which will likely include surveys of Commissioners as well as current advisors.

- This review will start in the next few weeks, and will inform the next recruitment of advisory council representatives. Current terms are set to expire in March 2012.

#### **MTC Awards Program**

- MTC's biennial awards program will take place in 2012, and we will be seeking nominations for outstanding and innovative projects that have made a difference for Bay Area transportation. Please let MTC's director of Legislation and Public Affairs, Randy Rentschler, know of any worthy award candidates.



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Steve Heminger